

WHAT IS CLAIMED IS:

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1. A display device comprising a light source, a light guide plate for introducing light emitted by the light source to an incident surface on a side of the light guide plate and emitting the light from an emitting surface, a
5 non-light emitting display device which is illuminated by light emitted from the light guide plate, and a holder for housing the light source, the light guide plate, and the non-light emitting display device,

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wherein the holder includes a first holder having a back surface for covering at least a back surface of the light guide plate, a second holder
10 having an opening corresponding to a display area of the non-light emitting display device and formed dividably from the first holder, and a light source housing chamber for housing the light source having an opening corresponding to the incident surface of the light guide plate is formed by combining the first and second holders.

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2. The display device according to claim 1,

wherein the first holder includes a first housing area formed in a lower part of the light source housing chamber, and the second holder includes a second housing area formed in an upper part of the light source housing
20 chamber.

3. The display device according to claim 1,

wherein the first and second holders are formed with resin.

- 25 4. The display device according to claim 1,

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wherein the holder, which is dividable, includes a flexible connecting part and the connecting part connects the divided holder.

5. The display device according to claim 1,

5 wherein a reflecting surface corresponding to a light emitting part of the light source is provided on an inner surface of the light source housing chamber.

6. The display device according to claim 1,

10 wherein the light source housing chamber includes a light source holding part for holding the light source.

7. The display device according to claim 1,

15 wherein the second holder includes a shading piece facing to the emitting surface of the light guide plate in a periphery of an incident surface.

8. The display device according to claim 1,

20 wherein a back surface of the first holder is formed to be a reflecting surface and a reflecting sheet is not provided between the light guide plate and the back surface.

9. The display device according to claim 1,

wherein the back surface of the first holder is formed in a predetermined shape so as to control light reflection and diffusion.

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